

## FORD TAURUS PRESS ANNOUNCEMENT

FEB. 27, 1996

THANK YOU VERY MUCH FOR THAT KIND INTRODUCTION. MR. SUZUKI, LADIES AND GENTLEMEN OF THE PRESS, AND DISTINGUISHED VISITORS, IT IS A PLEASURE TO BE HERE TODAY AT THE ANNOUNCEMENT OF FORD'S LATEST AUTOMOBILE FOR THE JAPANESE MARKET.

THE FORD TAURUS IS JUST ONE OF THE MANY RIGHT-HAND DRIVE MODELS DISPLAYED BY U.S. AUTO COMPANIES AT THE TOKYO MOTOR SHOW LAST OCTOBER. ALL OF THESE MAKES AND MODELS HAVE ONE THING IN COMMON: THEY ARE MADE SPECIFICALLY FOR JAPANESE CONSUMERS. AS YOU DISCOVER WHAT U.S. FIRMS HAVE DONE TO MEET YOUR NEEDS, YOU WILL READILY SEE THAT U.S. AUTOMOBILES ARE INDEED BEING TAILORED TO JAPANESE REQUIREMENTS.

I THINK PRESIDENT SUZUKI HAS ALREADY DESCRIBED THE MANY MERITS OF THE FORD TAURUS -- A QUALITY FAMILY CAR. THIS MODEL IS A FINE EXAMPLE OF HOW OUR FIRMS HAVE BEEN SUCCESSFUL IN WORKING TO DEVELOP PRODUCTS APPROPRIATE TO THIS MARKET, AND I THINK U.S. AUTO SALES IN JAPAN WILL CONTINUE TO BEAR THIS OUT.



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